

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

Claim 1 (original): A method for computerized processing and presenting market and marketing information regarding at least one first product, comprising:

storing, in a database, collected data related to at least one key success factor associated with at least the market performance which is related to said first product;

forecasting, in a central computer unit, the future sales of said first product based on said collected data related to said at least one key success factor; and transmitting said information to at least one external user.

Claim 2 (original): A method according to claim 1, wherein the key success factor associated with the market performance is constituted by information related to at least one of the following measures:

a measure of the number of new customers purchasing said first product,

a measure of the number of customers switching between said first product and at least one additional, related product, and

a measure of the number of customers using said first product in addition to at least one additional, related product.

Claim 3 (original): A method according to claim 1 or 2, comprising collecting data related to an additional key success factor corresponding to a measure of a proportion of customers adopting said first product during a predetermined adoption process.

Claim 4 (original): A method according to any one of claims 1-3, comprising collecting data related to an additional key success factor corresponding to a measure of a proportion of customers recalling personal promotion during a particular time period and related to said first product.

Claim 5 (original): A method according to any one of the preceding claims, comprising collecting data related to an additional key success factor corresponding to the marketing productivity related to said first product.

Claim 6 (original): A method according to claim 5, wherein said marketing productivity corresponds to a measure of the impact of detailing related to said first product.

Claim 7 (original): A method according to any one of the preceding claims, comprising collecting data related to an additional key success factor corresponding to the rationales for selecting said first product.

Claim 8 (original): A method according to any one of the preceding claims, wherein said information is transmitted to said user via a network such as the Internet.

Claim 9 (original): A computer system for processing and presenting market and marketing information regarding at least one first product, comprising a database for storing collected data related to at least one key success factor associated with at least the market performance which is related to said first product, and a central computer unit adapted for

forecasting the future sales of said first product based on said collected data related to said at least one key success factor, and for transmitting said information to at least one external user.

Claim 10 (original): A system according to claim 9, wherein the central computer unit and the database are adapted for processing information related to said key success factor in the form of at least one of the following measures:

a measure of the number of new customers purchasing said first product,

a measure of the number of customers switching between said first product and at least one additional, related product, and

a measure of the number of customers using said first product in addition to at least one additional, related product.

Claim 11 (currently amended): A system according to claim 9 or 10, wherein said central computer unit and said database are connected to a network such as the Internet, the information ~~is said database~~ in said database being accessible to said external user.

Claim 12 (original): A method for facilitating and improving marketing activities and increasing sales of at least one first product, comprising:

collecting and storing data related to at least one key success factor associated with at least the market performance which is related to said first product;

forecasting the future sales of said first product based on said collected data related to said at least one key success factor; and

making said information available to at least one external user.

Claim 13 (original): A method according to claim 12, wherein the key success factor associated with the market performance is constituted by information related to at least one of the following measures:

a measure of the number of new customers purchasing said first product,

a measure of the number of customers switching between said first product and at least one additional, related product, and

a measure of the number of customers using said first product in addition to at least one additional, related product.

Claim 14 (original): A method according to claim 12 or 13, comprising collecting data related to an additional key success factor corresponding to a measure of a proportion of customers adopting said first product during a predetermined adoption process.

Claim 15 (original): A method according to any one of claims 12-14, comprising collecting data related to an additional key success factor corresponding to a measure of a proportion of customers recalling personal promotion during a particular time period and related to said first product.

Claim 16 (original): A method according to any one of claims 12-15, comprising collecting data related to an additional key success factor corresponding to the marketing productivity related to said first product.

Claim 17 (original): A method according to claim 16, wherein said marketing productivity corresponds to a measure of the impact of detailing related to said first product.

Claim 18 (original): A method according to any one of claims 12-17, comprising collecting data related to an additional key success factor corresponding to the rationales for selecting said first product.

Claim 19 (currently amended): A method according to any one of ~~the~~ preceding claims 12-18, wherein said information is transmitted to said user via a network such as the Internet.

Claim 20 (canceled)